

STATION IDENTIFICATION

NAME OF AUDIENCE

PROGRAM NAME

DATE-TIME-USE

NAME OF AUDIENCE

STATION IDENTIFICATION
NAME OF AUDIENCE - 104 HRS

85°0

84°4

86°8

86°2

STATION IDENTIFICATION
NAME OF AUDIENCE - 104 HRS

April 26, 1950.

Mr. S.C. Ritchie
Director of Programs and Production
Western Ontario Broadcasting Co. Ltd.
Canada Trust Building
Windsor, Ontario.

82°0

82°0

88°0

74°8

50°0

84°0

Dear Mr. Ritchie:

Many thanks for your letter of April 24th.

Last night after our sign off I returned to my room and tuned in to CKLW. Within a minute or so I heard Hal O'Halloran's extremely kind mention of my letter.

I have informed our staff of this courtesy, and am deeply appreciative. If you have an opportunity, would you convey my thanks to Mr. O'Halloran.

This is an after thought, and perhaps inappropriate in this letter, but if, in a year and a half, you find that you need a sportscaster who has had three years experience in play-by-play broadcasts of football, hockey, basketball and baseball, plus two years of studio work with a local ABC outlet, I would be only too happy to oblige.

Very cordially yours,

THE YALE BROADCASTING COMPANY

Howard Eaton, Jr.
Program Director

THE VALE BROADCASTING CO.

POLLING RESULTS - FALL TERM, 1948

SPORTS PAGE-BANDSTAND TUESDAY, OCTOBER 19, 1948 8:00-8:30

<u>AVAILABLE AUDIENCE</u>	68.8
<u>SETS-IN-USE</u>	12.5
<u>PROGRAM RATING*</u>	8.3
<u>SHARE OF AUDIENCE</u>	66.6
<u>SPONSOR IDENTIFICATION</u>	----

SIZE OF SAMPLE - 96 RMS.

*STANDARD ERROR ± 2.6

SYMPHONY HALL TUESDAY, NOVEMBER 2, 1948 10:05-11:00

<u>AVAILABLE AUDIENCE</u>	77.0
<u>SETS-IN-USE</u>	44.0
<u>PROGRAM RATING*</u>	11.0
<u>SHARE OF AUDIENCE</u>	25.0
<u>SPONSOR IDENTIFICATION</u>	23.0

SIZE OF SAMPLE - 148 RMS.

*STANDARD ERROR ± 2.4

SYMPHONY HALL MONDAY, NOVEMBER 1, 1948 10:05-11:00

<u>AVAILABLE AUDIENCE</u>	84.0
<u>SETS-IN-USE</u>	20.0
<u>PROGRAM RATING*</u>	17.6
<u>SHARE OF AUDIENCE</u>	88.0
<u>SPONSOR IDENTIFICATION</u>	29.0

SIZE OF SAMPLE - 149 RMS.

*STANDARD ERROR ± 3.0

SYMPHONY HALL WEDNESDAY, NOVEMBER 10, 1948 10:05-11:00

<u>AVAILABLE AUDIENCE</u>	86.5
<u>SETS-IN-USE</u>	29.8
<u>PROGRAM RATING*</u>	24.4
<u>SHARE OF AUDIENCE</u>	82.0
<u>SPONSOR IDENTIFICATION</u>	----

SIZE OF SAMPLE - 104 RMS.

*STANDARD ERROR ± 4.2